MINISTRY OF SMALL BUSINESS TOURISM AND CULTURE

Annual Report 1999/2000

BRITISH COLUMBIA

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Annual Report 1999/2000

CONTENTS

i | minister's message

iii | organizational chart

iv | ministry highlights

1 | ministry overview

3 | government agents and small business

14 | tourism & corporate policy

22 | culture, recreation, heritage & sport

30 | bc film commission

33 | royal bc museum

36 | management services

41 | communications

43 | expenditures

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BRITISH COLUMBIA

FROM THE DEPUTY MINISTER

To the Honourable Ian G. Waddell
Minister of Small Business, Tourism & Culture

Minister:

I have the honour to submit the annual report of the Ministry of Small Business, Tourism and Culture for the fiscal year beginning April 1, 1999 and ending March 31, 2000.

C. Read

Catharine Read, Deputy Minister
Ministry of Small Business,
Tourism and Culture

BRITISH COLUMBIA

FROM THE MINISTER

To the Honourable Garde B. Gardom
Lieutenant Governor,
Province of British Columbia

May It Please Your Honour:

It is my pleasure to submit to you the annual report of the Ministry of Small Business, Tourism and Culture for the period April 1, 1999 to March 31, 2000.

Ian G. Waddell

Honourable Ian G. Waddell
Minister of Small Business, Tourism and Culture

BRITISH COLUMBIA

MESSAGE FROM THE MINISTER

The past year has been an exciting time for British Columbia and the Ministry of Small Business, Tourism and Culture. During this time, the ministry has taken a leading role as a catalyst for change and growth in several areas of the new economy.

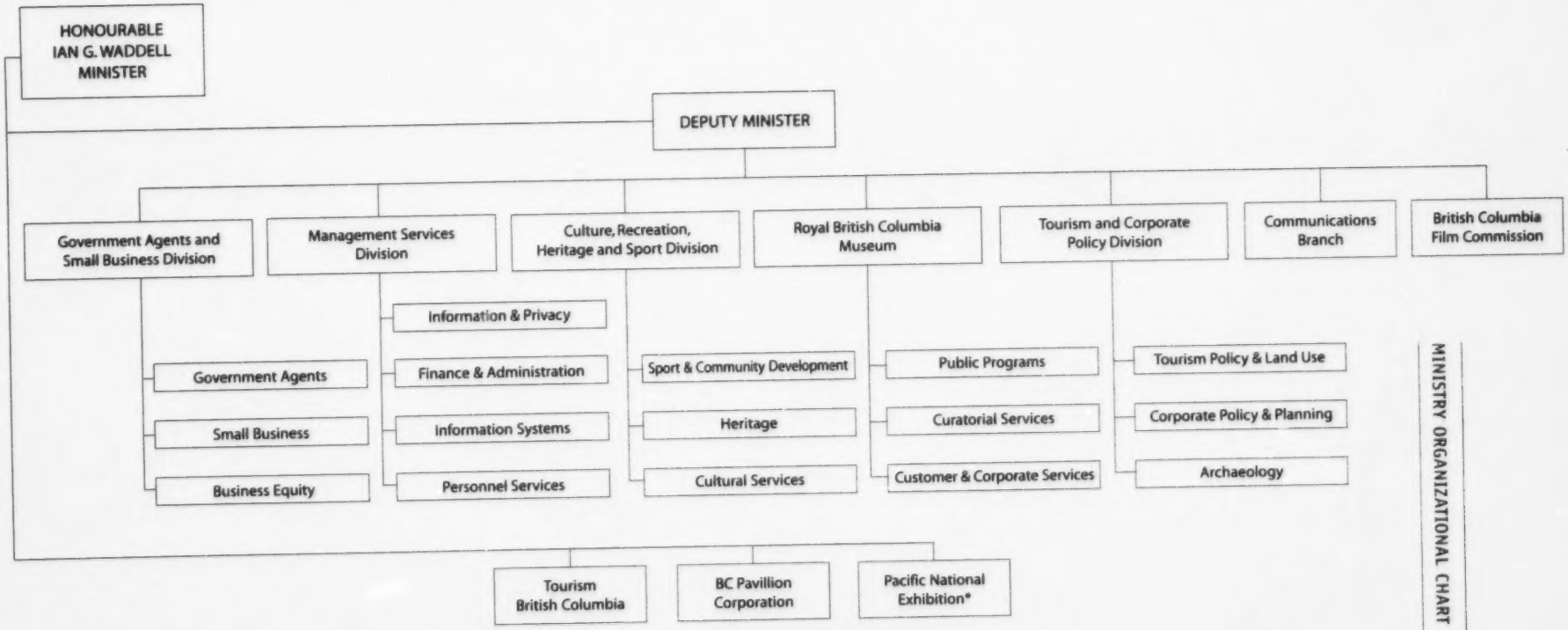
By developing innovative strategies with British Columbians, we have maintained extraordinary growth in our film and television production sector, initiated new directions in tourism and cultural strategies, provided faster, smarter electronic access to business and government services and promoted a variety of cultural, sport and recreational activities in communities across British Columbia.

I am proud of the accomplishments in this annual report, and look forward to meeting future challenges with the same enthusiasm that helps us to bring greater recognition and prosperity to our province. I am also pleased to commend the ministry staff for their ongoing commitment to creating a better British Columbia, in which all of us can live and work and achieve our dreams.

I hope you enjoy the content of this report.

Sincerely,

Ian G. Waddell, Minister



* Transferred to the Ministry of Multiculturalism and Immigration, March 2, 2000.

MINISTRY ORGANIZATIONAL CHART

organization

Government Agents and Small Business:

- The ministry continued its commitment to reduce the red tape and paper burden for business by opening 25 NEW ONESTOP BUSINESS REGISTRATION LOCATIONS across the province.
- The ministry continued to improve access to business information through the innovative use of new technology. A total of 37 REGIONAL ACCESS AND COMMUNITY HELP (REACH) SITES across the province were operating by March 2000, providing communities with local access to business information from the Canada/BC Business Service Centre.
- The ministry opened the VICTORIA CONNECTS office, which offers 13 Government Agents' services and small business support to the greater Victoria area. This federal/provincial/municipal partnership centre brings three levels of government services to one storefront operation to serve businesses.
- A federal/provincial report showed that BC'S SMALL BUSINESS SECTOR HAS THE HIGHEST GROWTH RATE IN THE COUNTRY and now accounts for half of all jobs in the province.
- The ministry LAUNCHED A NEW COMMUNITY VENTURE CAPITAL PROGRAM to encourage British Columbians to invest in small businesses located outside Greater Victoria and the Lower Mainland. By March 31, 2000, 11 Community Venture Capital Corporations had raised approximately $4.8 million for investment into 16 different regional small businesses.
- The ministry's youth business and entrepreneurship training programs exceeded their 1999 training targets. 3,646 YOUNG PEOPLE TOOK ADVANTAGE OF BUSINESS TRAINING WORKSHOPS offered by the YouBET! and Visions for the Future programs.

Tourism and Corporate Policy:

- The ministry launched A NEW ECOTOURISM AND ADVENTURE TRAVEL STRATEGY. The three part strategy includes: 1) the Gateway Communities Program, which helps BC communities to become launching points for outdoor recreation—Valemount, Wells, and Cowichan Lake were selected to pilot the program; 2) Tourism Opportunities Studies; and 3) developing best practices for eco-tourism operators.

- The ministry released *Strategic Directions for Cultural and Heritage Tourism*, a report produced in collaboration with Tourism British Columbia. The REPORT SHOWED THAT THE CULTURAL AND HERITAGE TOURISM SECTOR HAS SIGNIFICANT GROWTH POTENTIAL for the province.
- A record year for BC's tourism industry saw an INCREASE TO $9.2 BILLION IN TOURISM REVENUE for the province and 22.3 million overnight visits.
- An agreement was reached between the province and the Champagne and Aishihik First Nations that establishes joint responsibility for the human remains known as Kwaday Dän Sinchi. The 500 YEAR OLD HUMAN REMAINS AND ARTIFACTS WERE MOVED TO THE ROYAL BRITISH COLUMBIA MUSEUM in Victoria for detailed study.
- GOVERNMENT LIFTED THE MORATORIUM ON ADDITIONAL HOTEL ROOM TAX allowing communities to promote and market local tourism opportunities.

Culture, Heritage, Recreation and Sport:

- FILM AND TELEVISION PRODUCTION EXCEEDED AN UNPRECEDENTED $1 BILLION IN ECONOMIC ACTIVITY, an increase of 32 per cent over 1998. The record growth was due in part to the province's film tax credit and production services tax credit programs, introduced by the ministry in 1998.
- The ministry's FILM TAX CREDIT PROGRAMS WERE MADE MORE ACCESSIBLE TO DOCUMENTARY FILM PRODUCERS.
- The province's FIRST ARTS AND CULTURE WEEK featured hundreds of events across BC. The Minister followed up by hosting a three-day SYMPOSIUM CALLED *ARTS AND CULTURE IN THE NEW ECONOMY*, which brought together 200 leaders in arts, business and labour to explore the opportunities for arts and culture in a knowledge-based economy.
- The BC Arts Council provided FINANCIAL SUPPORT TO INDIVIDUAL ARTISTS AND CULTURAL INDUSTRIES TOTALING $11.7 MILLION. The assistance directly benefited professional arts development, community arts development, festivals, book publishers and touring programs.
- The ministry provided support to British Columbian arts and heritage initiatives through $1.2 MILLION IN BC 2000 ARTS & HERITAGE MILLENNIUM FUNDING.
- The Block Contribution Program provided $4 MILLION IN SUPPORT TO RECREATION AND SPORTS ORGANIZATIONS. The assistance supported direct member services and single events for 62 community organizations in BC.

- A total of $720,000 WAS AWARDED TO 86 HERITAGE TRUST PROJECTS that support the preservation and development of BC's cultural heritage.
- Additional support of $102,000 IN ARTS AND HERITAGE MILLENNIUM GRANTS was awarded to help preserve the province's rich heritage.
- The "Out of the Mist: Treasurers of the Nuu-chah-nulth Chiefs" exhibition at the Royal British Columbia Museum was opened, and attracted 340,000 visitors. This FIRST COMPREHENSIVE EXHIBIT EVER MOUNTED ON THE CULTURE AND HERITAGE OF THE NUU-CHAH-NULTH NATIONS was described as the most important of its kind in the province and was nationally praised for its sensitivity, imagination and scholarly excellence.

overview

The Ministry of Small Business, Tourism and Culture supports small businesses, tourism, culture, recreation, heritage, sport, film and the Royal British Columbia Museum to strengthen and diversify businesses, communities and regions throughout our province.

The programs and initiatives within the ministry play a significant role in government's plan to strengthen and diversify the economy. Ministry activities result in direct economic benefit for the province through jobs, skill development and new investment.

The ministry also provides cost-effective, regional delivery of programs for all ministries through 59 Government Agents offices across the province. In addition, the ministry works in partnership with the federal government through the Western Economic Diversification office and the Canada/BC Business Service Centre in Vancouver.

The ministry has five strategic objectives:

1) *Protecting and Creating Jobs* by stimulating small business start-up and expansion, youth entrepreneurs and economic growth in the tourism, culture, arts and film sectors.

2) *Strengthening Communities* by investing in projects to support the health, safety and education of children, youth and families through heritage, arts, culture, sport and recreation.

3) *Protecting BC's Unique Environment* with programs that ensure sound tourism policy and resource use, preserve archaeological and heritage resources and promote education and research.

4) *Ensuring Access to Government Programs and Services for British Columbians* through local Government Agents offices and the use of new technology and information services.

5) *Providing Cost-Effective Program Delivery* to support government's fiscal goals.

ORGANIZATION OF THE MINISTRY

In 1999/2000, the ministry met its objectives through the work of six internal divisions and branches and one special operating agency:

- Government Agents and Small Business
- Tourism and Corporate Policy
- Culture, Recreation, Heritage and Sport
- BC Film Commission
- Management Services
- Communications
- Royal British Columbia Museum

The ministry also supported the Minister's responsibilities for the following Crown corporations:

- BC Pavilion Corporation
- Tourism BC
- Pacific National Exhibition*

* Transferred to the Ministry of Multiculturalism and Immigration, March 2, 2000.

GOVERNMENT AGENTS AND SMALL BUSINESS DIVISION

The Government Agents, Small Business Division delivers a wide range of services to both the public and small businesses in communities throughout British Columbia.

The division has two broad functions:

1) to provide services, programs and information that support job creation through small business development, including championing small business issues and concerns within government; and

2) to provide British Columbians with efficient, one-stop access to hundreds of integrated government services delivered through 59 Government Agents offices for provincial ministries, agencies and organizations.

The division's programs are delivered by three branches: 1) Small Business; 2) Business Equity; and 3) Government Agents.

small business

STRATEGIC OBJECTIVES FOR 1999/2000

In 1999/2000, the division was guided by the following strategic objectives:

1) To implement enhanced one-stop shopping for government services throughout the province, using the existing Government Agents infrastructure;

2) To deliver small business services through the Canada/BC Business Service Centre, OneStop Business Registration and Government Agents offices, including enhanced regional service delivery;

3) To deliver venture capital and employee ownership programs aimed at increasing private sector investment in small businesses;

4) To implement initiatives to stimulate small business start-ups and expansions, including

   - the reduction of red tape;
   - more streamlined procedures;
   - *Business Paper Reduction Act* regulations;
   - improved electronic access and commerce; and
   - broader initiatives such as export readiness.

5) To deliver the Youth Business and Entrepreneurship Training (YouBET!) and Visions for the Future programs to assist youth, including aboriginal youth, in exploring self employment as a career option and provide the skills needed to start a business;

6) To identify and implement new initiatives through the BC Business Task Force, small business stakeholders and the small business community; and

7) In partnership with other ministries and the private sector, to develop a strategy for client-centred electronic service delivery in order to strengthen the relationship between citizens and government and to allow communities and businesses greater, more cost-effective access to services and information.

1. SMALL BUSINESS BRANCH

Small business is the primary source of job creation in British Columbia, reflecting an important, ongoing trend

to economic diversification within the provincial economy. Over the last decade, the province has experienced an annual average growth rate of seven per cent in the number of small businesses. There are more than 360,000 small businesses in BC, employing an estimated 950,000 people. Small businesses account for more than 98 per cent of all businesses in BC.

The Small Business Branch's mandate is to

- champion small business issues and concerns across government;
- support small business development and operations through a variety of publications, tools, resource guides and services;
- provide all areas of the province with convenient access to business information, advisory and support services;
- reduce government red tape; and
- enhance youth entrepreneurship and business start-up.

The Small Business Branch develops and delivers programs and provides policy support for the small business sector in order to ensure that existing and prospective small businesses have access to the information, resources and services they need for start-up, management and expansion.

In 1999, responsibility for the incorporation of business co-operatives was transferred to the Ministry of Community Development, Co-operatives and Volunteers.

one-stop service

1999/2000 ACCOMPLISHMENTS

Reduced Red Tape

- Opened 25 new OneStop Business Registration locations, increasing the number of locations across the province by 71 per cent.
- Increased client use of the OneStop service by 130 per cent.
- Partnered with 17 municipalities and agreed on a common business licence application form.

Improved Business Information and Services

- Responded to over two million client inquiries through the Canada/BC Business Service Centre (CBCBSC).
- Launched Victoria Connects as a satellite office of the CBCBSC.
- Expanded access to CBCBSC services by installing 13 Regional Access and Community Help (REACH) sites across the province, for a total of 37 sites located in Government Agents offices, economic development centres, aboriginal business service centres, and Community Futures Development offices.
- Participated in 15 regional business fairs and conferences around BC and provided coordination for Small Business Week 1999.

Enhanced Youth Entrepreneurship

- Continued to deliver the Youth Business and Entrepreneurship Training (YouBET!) program, which exceeded targets and introduced more than

2,000 youth throughout BC with entrepreneurship training. The program has three stages:

Stage 1 consists of a one-day "introduction to business" workshop designed to introduce young people to the principles of business.

Stage 2 consists of three days of training in which participants learn to identify viable business ideas.

Stage 3 offers 12 days of training in business plan development and optional participation in the Youth Mentorship Component.

- Delivered the second year of Visions for the Future to 14 communities throughout BC, and once again exceeded the participation target by attracting more than 1,600 aboriginal youth into this career development program.
- Completed the program evaluation for the YouBET! program and the Visions for the Future program, and made plans to implement program enhancements in the next fiscal year.

2. BUSINESS EQUITY BRANCH

The Business Equity Branch promotes equity or risk capital investment in small- and medium-sized businesses by providing tax-credit programs for equity investment. The branch also works on policy and legislation, and education and training initiatives.

The branch offers three tax-credit programs: 1) Equity Capital Program; 2) Employee Share Ownership Program; and 3) Community Venture Capital Program. The branch is also responsible for the Working Opportunity Fund, a private, labour-sponsored fund managed by GrowthWorks Capital.

1999/2000 ACCOMPLISHMENTS

Equity Capital Program

The Equity Capital Program encourages British Columbia residents to invest in BC small businesses that diversify the province's economy. Legislated under the *Small Business Venture Capital Act*, the program provides a 30 per cent tax credit to investors who invest in their own registered venture capital corporations (VCCs). Registered VCCs may make equity investments in one or more eligible small businesses.

- In the 1999/2000 fiscal year, Venture Capital Corporations raised $21 million, with $6.3 million in tax credits issued to 1,000 investors.
- Venture Capital corporations provided $16 million in investment capital to 40 small businesses in BC.
- To March 31, 2000, Venture Capital corporations have raised an aggregate total of approximately $350 million and invested over $290 million in 325 small BC businesses.

The Community Venture Capital Program was launched in June, 1999. Similar to the Equity Capital Program, it encourages BC residents to invest in small businesses located outside Greater Victoria and the Lower Mainland.

- To March 31, 2000, 11 Community Venture Capital Corporations have raised approximately $4.8 million for investment into 16 different regional small businesses.

Employee Share Ownership Program

This program encourages employees to make equity investments in the companies that employ them. Legis-

lated under the *Employee Investment Act*, the program provides employee investors with a tax credit incentive of up to 20 per cent, to an annual maximum of $2,000 and a lifetime maximum of $10,000.

- The Employee Share Ownership Program raised $1.4 million from employee investors, with $280,000 in tax credits issued.
- To March 31, 2000, 74 registered Employee Share Ownership Plans raised over 25 million from an employee base of 25,000.
- Over 200 employees attended 23 workplace presentations on employee share ownership, and 26 professional advisors attended two technical training sessions.

Working Opportunity Fund

The Working Opportunity Fund is a private, labour-sponsored fund registered under the *Employee Investment Act*. The Fund pools its capital and invests in a diversified portfolio of equity shares in small- and medium-sized BC businesses. Investors in the fund receive a combined provincial and federal tax credit of 30 per cent. The provincial tax credit of 15 per cent is limited to an annual maximum of $2,000. The 15 per cent federal tax credit is limited to an annual maximum of $750.

- The Working Opportunity Fund raised $60 million, with $9 million in tax credits issued to 12,000 investors.
- The Fund provided $46 million in investment capital to 40 small- and medium-sized businesses in BC.

government agents

- Since the fund was set up, it has raised an aggregate total of $275 million from nearly 40,000 BC investors and currently has approximately $150 million invested in 58 companies within its portfolio.

3. GOVERNMENT AGENTS BRANCH

The ministry's ongoing integration of programs and services through the Government Agents Branch continues to streamline government service delivery and expand public access to government services across BC. The Government Agents Branch provides convenient, integrated delivery of hundreds of government programs, services and information to communities throughout the province. Since 1858, Government Agents have provided provincial government services in BC, and these offices continue to serve as the primary link between government and the public, especially in the province's rural and remote communities.

The province currently has 59 Government Agents offices, whose staff serve as the local face of government for British Columbians. Each Government Agents office offers a one-stop centre of integrated government service, enabling the public to access a wide range of services in one location.

Citizens and business can access key government services at Government Agents offices through a network of computer workstations, over the counter service, and point of sale debit card technology. Customers can:

- locally access government services, programs and information quickly;
- make payments for government licenses, permits, certificates and taxes;

- obtain assistance on government applications, forms and procedures;
- receive information, answers and referrals in response to their government service needs.

G.A. LOCATIONS IN BC

Government Agents offices efficiently deliver services for client ministries and agencies, including:

- secure collection of provincial revenue from fees, licenses and taxes;
- accurate completion of government documents;
- timely dissemination of key program information;
- practical solutions to customer inquiries.

1999/2000 ACCOMPLISHMENTS

Provided Responsive, High-Quality Services

- Continued to provide over 1.5 million people in communities across the province with convenient access to hundreds of integrated government services and programs.
- Processed 2.8 million revenue transactions, an activity increase of 11 per cent over the 1998/99 year, due partly to new business, such as BC Hydro payment transactions, and increased mining activity in certain locations of the province.
- Collected $1.5 billion in provincial government revenues, an increase of 26 per cent over the 1998/99 year, due partly to the recapturing of

forestry revenues deferred under the 90-Day Payment Deferral program implemented in 1998/99, plus increased mining revenues.

- Responded to 1.2 million customer inquiries on behalf of client ministries.
- Provided high-quality services by monitoring service quality standards in all Government Agents offices and by offering a broader scope of value-added services to the public.
- Achieved a customer satisfaction rating of 94 per cent, with over 33 per cent of the respondents rating their satisfaction as excellent in the 1998/99 office-wide survey.

Implemented New and Expanded Service Delivery Partnerships

- Partnered with Business Victoria, Western Economic Diversification, the Canada/BC Business Services Centre, and the Small Business Branch to deliver small business support and client services in the Greater Victoria area through the new *Victoria Connects* office, which offers 13 Government Agents services and small business support to the Greater Victoria area.
- Installed OneStop Access terminals in six Government Agents offices for a total of 27 Government Agents offices providing OneStop access.
- The six new terminals are located in Atlin, Dease Lake, 100 Mile House, Maple Ridge, Quesnel and Victoria.
- In partnership with the federal government, installed Regional Access and Community Help (REACH) access terminals in eight

Government Agents offices in Atlin, Dease Lake, Prince Rupert, Chetwynd, Fort Nelson, Prince George, Penticton, and Nanaimo; a total of 13 Government Agents offices now provide access to the REACH business information web site.

Improved Service Delivery and Efficiency

- Upgraded computer systems in all 59 Government Agents offices through the Joint Information Technology Renewal Strategy 2000 (JITRS) and Government Agents Technology Renewal 2000 (GATR) initiatives, resulting in improved client services and increased service delivery capacity.
- Participated in the planning and implementation of the Service Canada initiative piloted in Prince Rupert, Williams Lake and Nelson.

Tourism continues to be one of the great economic success stories in British Columbia. In 1999/2000, tourism generated $9.2 billion in economic activity, and both the revenues and number of visitors continue to increase. The sector's direct employment reached 113,000 and has surpassed employment in traditional goods-producing industries, with currently more than 16,500 tourism-related businesses in BC.

The Tourism and Corporate Policy Division provides leadership, coordination and assistance to the ministry in the areas of tourism policy, land-use planning, the preservation of archaeological resources, corporate policy and legislation, and strategic and business planning. These functions are accomplished by the division's three branches: 1) Tourism Policy and Land Use; 2) Archaeology; and 3) Corporate Policy and Planning.

Tourism British Columbia was created as a crown corporation in June 1997 after extensive consultation with industry. While the agency works with its industry board to develop and implement provincial tourism marketing programs, the ministry continues to represent tourism interests in land use and other policy matters. As a crown corporation, Tourism British Columbia produces its own annual report.

tourism

STRATEGIC OBJECTIVES FOR 1999/2000

In 1999/2000, the division was guided by the following strategic objectives:

1) to work with Tourism BC, tourism stakeholders and other government ministries to develop tourism growth opportunities for BC;

2) to support the growth of ecotourism and cultural tourism by participating in key land and resource planning and provincial policy development; and

3) to work within the guidelines of the *Heritage Conservation Act* to monitor archaeological sites in BC.

1. TOURISM POLICY AND LAND USE BRANCH

The Tourism Policy and Land Use Branch represents tourism interests in government policy and decision making forums to ensure the continued growth and development of the tourism sector. The branch also maintains regional tourism resource inventories and provides them to appropriate planning tables. It develops methodology for improving tourism inventories particularly for smaller scale mapping projects.

1999/2000 ACCOMPLISHMENTS

Promoted Tourism's Interests In Government

- Participated in key policy and program decision-making forums to ensure decisions reflect tourism's interests and concerns.
- Facilitated the resolution to several tourism/forestry conflicts.
- Provided input into environmental assessment project reviews.

- Worked with regions in processing applications, developing planning methods and researching wildlife information for policy development.
- Represented tourism's interests in the *Angling Guide* and *Classified Stream Review.*
- Provided advice for the sport fishing industry survey.
- Provided information, data and analysis for treaty negotiations.
- Represented tourism on the Aqua-culture Siting Criteria Development Committee.

Undertook Strategic Policy Analysis

- Developed *Strategic Directions for Cultural and Heritage Tourism* in partnership with Tourism BC and the ministry's Culture Division.
- Developed an ecotourism and adventure travel strategy to meet the needs of this sector, based on previous consultations with stakeholders.
- Established Gateway Communities to develop backcountry tourism products and piloted three Gateway Communities: Cowichan Lake, Valemount and Wells.
- Expanded and refocused the Tourism Opportunity Studies to include more information related to economic development for tourism, and completed six studies.
- Met with operators and the public to improve tourism experiences relative to safe wildlife viewing and initiated the development of guidelines for best practices for whale and grizzly bear watching.

Planned Regional Tourism Development

- Completed planning for specific initiatives flowing from the Premier's North Island Summit.
- Developed a discussion paper for community consultation to finalize a list of potential North Island projects in 2000/01.
- Participated in the completion of the "Sea-to-Sky" corridor tourist recreation plan.
- The province approved applications from Richmond, Parksville-Qualicum Beach and Chilliwack for an additional hotel room tax on accommodation to promote and market the areas as tourism destinations.

Promoted Tourism Values In Land Use

LAMBI HOUSE AT FORT STEELE HERITAGE TOWN

- Provided input into the planning process for the Lillooet, Okanagan and Central Coast Land Resource Management Plans to ensure lands and resources are managed to maintain tourism's values.
- Facilitated cross-sector negotiations in the Central Coast Land Resource Management Plans.
- Represented the ministry on land use planning implementation committees for the Kootenay and Cariboo regions and Vancouver Island.

Supported Bid for Vancouver Whistler 2010 Winter Olympics

- With its partners, the City of Vancouver, the Resort Municipality of Whistler and the Canadian Olympic Association, the ministry established the Vancouver Whistler 2010 Bid Corporation.
- Initiated a site selection process for Callaghan Valley Nordic events.
- Commenced strategic plan and business plan preparation for the 2003 International Bid Selection for the 2010 Olympic Winter Games.

Additional Activities and Accomplishments

- Maintained and utilized the province-wide Geographic Information System-based Tourism Resource Inventory.
- Provided support to the BC Asset and Land Corporation and the Ministry of the Environment, Land and Parks to implement the revised Commercial Recreation Policy.

2. ARCHAEOLOGY BRANCH

As mandated by the *Heritage Conservation Act*, the Archaeology Branch provides programs designed to encourage and facilitate the protection, conservation and public appreciation of British Columbia's archaeological resources. Branch services are delivered through three program areas:

Planning and Assessment

This program area administers a permits system under the *Act* and assesses inter-agency development proposals for their potential impact on archaeological sites.

Negotiation Support

This program area provides support to treaty and non-treaty negotiations in areas related to heritage management.

Inventory and Mapping

This program area maintains a publicly accessible series of registers for the recording of archaeological sites, heritage sites and objects, heritage shipwrecks and other types of sites.

1999/2000
ACCOMPLISHMENTS

Planning and Assessment

KWADAY DÄN SINCHÌ ARTIFACT: WOVEN HAT

- Planning is underway with the Champagne and Aishihik First Nations, the Royal British Columbia Museum and other partners, to organize international research into Kwaday Dän Sinchì.
- Administered the archaeological permit system, processing 406 permits in a timely and straightforward manner.
- Provided archaeological resource management direction on projects regulated by the *Environmental Assessment Act* to provincial integrated land use planning processes and small-scale developments referred from other government agencies.
- Reviewed archaeological resource management and permitting procedures with the Ministry of Forests and developed more timely and efficient heritage

permitting procedures associated with Ministry of Forestry programs.

- Completed a review of archaeological impact assessments (AIA's) within the Cariboo Forest region.
- Initiated an internal survey of AIA tracking capabilities and decision-making needs among all forest districts and regions.
- Initiated a pilot project to develop an archaeological studies tracking system linked to the forest development planning process. The system will assist District Forest Managers in their statutory decision-making around requirements for AIA's.
- Provided advice and guidance on *Heritage Conservation Act* requirements and the archaeological permitting process for 68 municipal and 274 Regional District building permit applications.
- Expanded the municipal awareness program to better inform local governments of archaeological sites in their jurisdictions.

Negotiation Support

- Provided heritage resource management information and expertise to provincial treaty negotiations.

Inventory And Mapping

- Through new procedures with the oil and gas industry and the Ministry of Forests, improved the batching of Heritage Register requests to reduce paperwork and operating costs.

- Added basic data to the Provincial Heritage Register on 1,450 newly recorded sites, and updated 3,495 existing site records.
- Completed recording full data on 1,847 records left over from 1998/99.
- Digitized 4,000 mapping coordinates for computer-generated mapping data on recorded sites.
- developed internet-based access to the Provincial Heritage Register.

3. CORPORATE POLICY AND PLANNING BRANCH

The Corporate Policy and Planning Branch manages the ministry's legislation process and assists other divisions of the ministry in the development of legislation. The branch also manages support to the Minister during the legislative session. The branch ensures that government strategies and policies recognize ministry interests and manages the ministry's integrated planning process.

1999/2000 ACCOMPLISHMENTS

- Managed the ministry's legislation process and assisted its divisions in the development of legislation.
- Prepared, managed and co-ordinated materials for the 1999/2000 legislative sessions.
- Developed and completed the ministry's strategic and business plans.
- Assisted divisions with policy development.

The Culture, Recreation, Heritage and Sport Division manages government programs that support arts and culture, heritage, recreation and sport. The division provides operational support for the BC Heritage Trust and the BC Arts Council. The division also has legislative responsibilities flowing from the *Heritage Conservation Act*, the *Arts Council Act*, the *Cultural Foundation Act*, and the *Recreation Facilities Act*.

The division acknowledges the support of the volunteer sector in bringing programs to communities and people across British Columbia.

The three branches of the division are 1) Cultural Services; 2) Sport and Community Development; and 3) Heritage.

STRATEGIC OBJECTIVES FOR 1999/2000

In 1999/2000, the division was guided by the following strategic objectives:

1) to initiate a strategy to support job creation and boost awareness of the arts and cultural sector;
2) to implement initiatives with the BC Arts Council, BC Heritage Trust and the arts, culture and heritage communities to stimulate cultural activity;
3) to support private sector proposals to develop appropriate film studio facilities to meet production requirements;

culture

4) to work with sport partners to redefine roles and responsibilities for more effective and integrated program delivery;

5) to provide technical sport advice to the 2010 Vancouver-Whistler Winter Olympics Bid;

6) to develop opportunities to partner BC Heritage Properties with other government agencies, the private sector and local communities for more effective marketing and management; and

7) to administer the BC 2000 Community Spirit and the Millennium Arts and Heritage grant programs.

1. CULTURAL SERVICES BRANCH

The Cultural Services Branch supports the development of the arts and culture in British Columbia by managing and administering those programs offered directly by the ministry to support BC's cultural industries. The branch also administers programs and provides management for the British Columbia Arts Council and the British Columbia Cultural Foundation.

In addition to administering financial assistance programs, the branch acts as an advisory to arts and cultural organizations and develops strategic policy initiatives for cultural industries.

Through the BC Arts Council and BC Cultural Foundation, the branch provides financial assistance to professional arts and cultural organizations and agencies, community and regional arts councils, book publishers, arts festivals, individual artists and, through scholarships, to arts students.

British Columbia Arts Council

The BC Arts Council is an independent agency established in 1996 by the province to administer funding programs and to support and advocate for the arts and cultural sectors. The Council currently provides support to artists and the cultural industry through 30 programs. Council members are representative of the regional, cultural and artistic diversity of the province.

1999/2000 ACCOMPLISHMENTS

- Implemented the Film Incentive BC program and the Production Services Tax Credit to enhance the competitive ability of the BC film industry.
- Established a process to review and recommend studio proposals to support film industry growth.
- Provided funding to British Columbia Film, a non-profit organization that makes financial assistance available to BC filmmakers.
- Provided administrative support to the BC Arts Council and, through the Council, provided $11.77 million in arts and cultural aid to 805 individuals and organizations throughout the province.
- Administered the BC Cultural Foundation and supported the province's cultural achievements and sectoral development by providing $3.5 million to film, sound recording and publishing organizations.
- Improved public awareness of the importance of cultural activity by designing and implementing the first province-wide *Arts and Culture Week* with the BC Arts Council.
- Organized *Arts and Culture in the New Economy*, a three-day conference for 150 artists and arts and

business leaders to examine opportunities for culture in an information-based economy.

- Reviewed and implemented improvements to the Regional Arts Council and Professional Theatre programs.
- Worked with new media, publishing and sound recording industries to identify financing options for government consideration.
- Collaborated with private sector partners to deliver program support for artists-in-education, organizational development, arts touring and aboriginal arts development.

2. SPORT AND COMMUNITY DEVELOPMENT BRANCH

British Columbians are among the most physically active people in all of Canada. The province is home to a number of Canadian sports legends, and about 750,000 British Columbians—three quarters of whom are youth and children—are registered members of provincial sport organizations.

The Sport and Community Development Branch promotes increased access to physical activity and sport opportunities. Branch programs and services work to build stronger communities and promote healthy lifestyles—from the amateur participant to the high-performance athlete—through physical activity and sport.

sport

1999/2000 ACCOMPLISHMENTS

Organizational Development

- Assisted 19 communities by implementing infrastructure-related grants to provide volunteer and employment opportunities.
- Through the Block Contribution Program, provided approximately $4 million to support direct member services for 62 provincial recreation and sports organizations, and over 250,000 participants.

Athlete, Leadership and Participant Development

- Through the BC Athlete Assistance program, provided financial support to approximately 1,000 high-performance British Columbian athletes.
- Enabled over 65,000 youth to travel and compete in sporting events through the In-Province Travel Program.
- Provided recognition and support for athletes representing BC in major multi-sport games (such as the Canada Games) through the Team BC program.
- Provided support to the sport science and medicine programs, the Premier's Sport Awards, National Coaching Certification and Fair Play programs, the Ministry of Education's External Credit program and other leadership programs.
- Through the equity, access and policy programs, provided educational materials and worked with partner agencies to identify participation barriers and increase participation in sport for aboriginals, visible minorities, youth, girls and women, and people with disabilities.

- As a follow up to the SportsSafe program introduced in 1998, provided ongoing assistance to the development of the 2010 Vancouver Whistler Winter Olympic Bid.
- Contributed funding and support to the BC Games Society's family of multi-sport competitions throughout the province.
- Supported the creation of regional employment in coaching and facilitated local participation through the Regional Delivery program.

Community and Regional Development

- Administered the BC 2000 Community Spirit program, preparing over $12.6 million in contribution agreements with approved applicants.
- Administered over $1.2 million in grants to arts and heritage communities under the Millennium Arts and Heritage program.
- Provided monitoring and grant administration for 43 projects approved in previous years under the BC 21 Community Grants program and for new commitments under the Canada-BC Infrastructure program.

3. HERITAGE BRANCH

The Heritage Branch provides leadership in the protection, conservation and presentation of British Columbia's built heritage, including buildings, industrial structures and significant elements of the province's history.

Through three regional offices, the Heritage Branch preserves, interprets, manages and presents a network of 30 provincial heritage properties that preserve significant elements of British Columbia's heritage.

LINNEA BATTEL RECEIVES HERITAGE AWARD
FEBRUARY 21, 2000

Branch staff provide advice, information and assistance to the Minister, local governments, and other clients on legislation and conservation practices to enable effective conservation of heritage property. The branch also administers elements of the *Heritage Conservation Act*.

Heritage Trust

The branch provides policy, financial, program development and management services to the British Columbia Heritage Trust, a provincial crown corporation with a board of directors reporting to the Minister.

Established in 1978, the Heritage Trust supports public appreciation of heritage and the pursuit of knowledge, preservation and enhancement of BC's heritage. The Trust invests in heritage-related projects undertaken by local governments, band councils and non-profit organizations; promotes awareness of and participation in heritage conservation; and provides information and advice on preservation, restoration and presentation.

1999/2000 ACCOMPLISHMENTS

Managed Provincial Heritage Sites

- Managed the network of provincial heritage sites, including Barkerville, Fort Steele, Historic Hat Creek Ranch and Point Ellice House.
- Hosted over 300,000 visitors at 13 developed heritage sites throughout the province, and exceeded revenue targets by generating approximately $3 million in on-site gross revenue.
- Collected $500,000 in gate revenues from heritage site attendance.

Supported Heritage Trust Activities

- Provided $720,000 in grant funding for 84 Heritage Trust projects, as well as project monitoring and grant administration to the Trust.
- Continued to provide policy, financial, program development and management services to the Heritage Trust.
- Organized and supported six Heritage Trust Board meetings and the related work of six committees.

Promoted Heritage Site Development and Conservation

- Provided advice on heritage projects funded through the Millennium Arts and Heritage grant program.
- Provided advice and information to clients on legislation and conservation practices to enable effective community heritage management.
- Exercised regulatory authority under the *Heritage Conservation Act* as required regarding the protection and alteration of designated heritage sites.
- Completed a draft Public Programs policy to provide guidance to the development of heritage site interpretation, visitor services and special events.
- Improved public information on the Heritage Branch and Heritage Trust web sites and developed other heritage promotion products.
- Assisted communities in the development of heritage strategies, plans, and implementation of community heritage commissions.

Film and television production has grown dramatically in British Columbia over the last decade and has become one of the province's most important industries, employing approximately 35,000 people and providing widespread economic benefits. The ministry has worked to support film production by introducing a number of programs that will ensure our province remains a key player in this dynamic industry. In 1999, a record $1.07 billion was spent on feature film and television production in British Columbia—a 32 per cent increase over the previous year.

MINISTER IAN WADDELL ANNOUNCES A RECORD YEAR FOR FILM & TV

film & tv

The BC Film Commission markets the services of BC production, post-production and ancillary service companies to the international film and television industry. By capitalizing on the existence of BC's varied geography and well-trained crews, as well as economic incentives created by a favorable US exchange, the Commission has been very successful in attracting film and television productions to the province in record numbers over the past decade.

The Commission has achieved a world-class reputation for helping producers find locations. It also works closely with industry representatives to identify and help resolve issues affecting the industry.

The Commission has four main areas of operation:

1) International Marketing promotes BC as a production centre through advertising, promotional events, and attendance at trade shows and conventions.

2) Production/Location services provides script breakdowns for producers with potential projects, assembles locations packages from the photo library, and provides ongoing production and location assistance during the course of shooting.

3) Information Sources provides industry information and statistical data to the public, media, industry, labour and government through a wide variety of film-related publications.

4) Community Liaison monitors and manages the impact of the motion picture industry on communities.

STRATEGIC OBJECTIVE FOR 1999/2000

In 1999/2000, the BC Film Commission was guided by the following strategic objective:

- to enhance BC's status within the global communications industry as a preferred location for film and television production.

1999/2000 ACCOMPLISHMENTS

- Exceeded a 10 per cent increase target, with the value of total production spending in British Columbia increasing by 30 per cent in 1998/99. Spending in film production totalled $1.07 billion.
- Over 198 productions were shot in locations throughout the province.

- Partnered with the regional Film Commissions Associations of BC to stimulate the number of productions in regions outside the Lower Mainland. Approximately 24 of 198 productions were filmed completely or partially in regions outside of the Lower Mainland.

International Marketing Events

The BC Film Commission contributed to many international events in 1999/2000, including:

- Locations 99, Association of Film Commissioners International (AFCI) Annual Trade Show, Los Angeles;
- AFCI Cineposium, London, UK;
- Banff International TV Festival, Banff;
- ShowBiz Expo West, Los Angeles;
- Golden Marble Awards, Broadcast and Print Commercial Awards, New York; and
- Toronto Film Festival and Film Symposium.

BC Community and Industry Marketing Events

The BC Film Commission participated in a number of marketing events, including:

- Vancouver International Film Festival;
- Vancouver Film and TV Trade Forum; and
- Industry sponsorship of Cottage Hospice's Celebrate a Life.

Community Liaison Action

The BC Film Commission was engaged in several community events in 1999/2000, including:

- Regional Film Commissions of BC, Annual Meeting;
- Leo Awards;
- Vancouver Island Film Festival and Trade Forum;
- Gulf Island Film School Awards; and
- UBC Film and Theatre Awards.

ROYAL BRITISH COLUMBIA MUSEUM

The Royal British Columbia Museum (RBCM) houses a collection of more than 10 million objects valued at $600 million and is the only institution in BC that contains detailed information on all of the province's natural and human history. Its mission is to explore and preserve British Columbia's cultural and natural heritage, to inspire curiosity and wonder, and to share our story with the world.

The Museum has been a Special Operating Agency since 1996, and this status has resulted in increased independence. The RBCM publishes its own detailed annual and five-year plans, which are available upon request. The museum operates under four branches: 1) Curatorial Services Branch; 2) Public Programs Branch; 3) Customer and Corporate Services Branch; and 4) Development Branch.

museum

The museum is served by the Friends of the Royal British Columbia Museum, a non-profit society whose mandate is to promote the museum's interests.

STRATEGIC OBJECTIVES FOR 1999/2000

In 1999/2000, the Royal British Columbia Museum's strategic objectives were to

1) establish private-public partnerships to fund specific RBCM initiatives;

2) maintain ongoing partnerships with community agencies to host exhibits, deliver programs and develop new facilities;

3) increase the corporation's authority to secure self-generated revenue through legislation that designates the RBCM as a legislated corporation; and

4) improve access to the RBCM's collections and information.

1999/2000 ACCOMPLISHMENTS

Out of the Mist: Treasures of the Nuu-chah-nulth Chiefs

- The first comprehensive exhibit ever mounted on the culture and heritage of the Nuu-chah-nulth nations, the Out of the Mist exhibit was described as the most important of its kind in the province. Praised for its sensitivity and imagination, it brought the Nuu-chah-nulth and the museum national recognition. Visited by approximately 340,000 people, Out of the Mist presented artifacts from the RBCM's own collection and from holdings around the world in a startling and innovative manner by using the words and visions of the Nuu-chah-nulth themselves to tell their

story. During the exhibit's 10-month run, participating Nuu-chah-nulth were also employed by the museum as interpreters of the exhibit. The exhibit "demonstrates creativity, leadership and effective use of resources," said the Canadian Museums Association when announcing that Out of the Mist had received an outstanding achievement award. The exhibit will go on international tour in the fall of 2000.

OUT OF THE MIST EXHIBIT, ROYAL BC MUSEUM, JULY 99 - MAY 2000

Other Accomplishments

- Generated a total revenue of approximately $4.412 million, and kept earned revenue as a percentage of total expenditures at 28.5 per cent.
- Maintained the number of museum visitors and clients served at 1.2 million, including clients requesting information and gallery rentals, and clients sending e-mail inquiries.
- Maintained customer satisfaction at a rate of 95 per cent, where customer survey respondents rated their experience as either "excellent" or "good."
- Hosted approximately 69,000 student visitors via school programs provided by the museum.
- Increased operational profits from the museum's Eco Tours and gallery rentals.
- Expanded the development of specialized youth programs.
- Provided revenue-generating research and consulting services to increase knowledge for

the museum's research-granting partners and for incorporation into museum programs and exhibits.

- Increased group visitors to 12 per cent of total visitors by increasing bookings and the number of companies with whom the museum does business.

management

MANAGEMENT SERVICES DIVISION

The Management Services Division provides the ministry and its agencies with administrative and support services through four branches:

1) Finance and Administration Branch;
2) Personnel Services;
3) Information Systems Branch;
4) Information and Privacy Office.

STRATEGIC OBJECTIVES FOR 1999/2000

In 1999/2000, the Management Services Division's strategic objectives were to

1) implement technologies to facilitate delivery of the ministry's business objectives;
2) promote a safe and productive work environment for staff;
3) provide financial services and a fiscal framework, in compliance with the *Financial Administration Act*; and

4) lead the development of successful Y2K technology and infrastructure transition plans.

1. FINANCE AND ADMINISTRATION BRANCH

This branch provides administrative services and ensures the ministry is financially accountable for its programs and operations, in accordance with the *Financial Administration Act*.

The branch also administers government policy through four sections: Audit and Financial Operation, Financial Planning and Policy, Facilities and Administrative Services, and Revenue and Banking. The Revenue and Banking unit also provides services to Government Agents.

1999/2000 ACCOMPLISHMENTS

- Continued to direct the ministry's financial and administrative functions.
- Upgraded business continuation and disaster preparedness plans and received positive reports on these initiatives from the Ministry of Finance and Corporate Relations.
- Received positive reports on the adequacy and integrity of financial control systems in audits completed by the Internal Audit—Office of the Comptroller-General.
- Received approval for 1999/2000 capital plans and worked to produce the required capitalization information on tenant improvements and furniture/fixtures for an expanded 2000/01 capital plan.
- Streamlined the ministry's financial management functions through enhanced usage of the corporate

accounting system, resulting in faster data entry and reporting to clients.

- Provided support to the Deputy and Minister in the estimates development and debate.
- Improved document and building security to safeguard corporate interests.
- Shortened the average number of days needed to pay suppliers from 30 to 11 days.
- Managed the Government Agents Revenue Management System and year 2000 plan.
- Participated in cross-government benchmarking initiatives and worked to identify and implement best practices.

2. PERSONNEL SERVICES

This branch meets the ministry's human resources requirements by developing effective recruitment, training, and employment equity initiatives. Services are delivered in partnership with the Ministry of Transportation and Highways.

1999/2000 ACCOMPLISHMENTS

- Received the Human Rights Commission's approval to implement preferential hiring practices for auxiliary positions, in order to promote employment equity and multiculturalism by improving the workforce representation of designated groups.
- Achieved the fifth highest ministry participation in the new Public Service Award nominations.
- Completed a Human Resources client satisfaction survey and received an average client satisfaction rating of 93 per cent.

- Facilitated the recruitment and selection, job classification and training of personnel, and maintained a positive labour relations and safety climate.
- Refined the business delivery model for personnel services, in partnership with the Ministry of Transportation and Highways.

3. INFORMATION SYSTEMS BRANCH

This branch applies computer-based information technology to the ministry's business activities. It manages the technical infrastructure and system support for ministry sites across the province.

1999/2000 ACCOMPLISHMENTS

- Completed Y2K preparation in advance of required timelines and successfully passed all Y2K critical test dates, with all mission-critical and business-critical systems ready by October 1999.
- Received a positive report from Year 2000 Action Office on the ministry's Y2K preparedness and transition activity during the end-of-year rollover to year 2000.
- Provided support for the Canada/BC Service Centre, including OneStop Business Registration, the Interactive Business Planner and other technical solutions for streamlining business interface with the government.
- Facilitated the expansion of OneStop Business Registration sites and completed two web-based pilots to position the ministry as a catalyst for the electronic, integrated delivery of public and business services.

- Assisted the Government Agents Branch in upgrading the technical infrastructure in 59 Government Agents offices.
- Released a new ministry intranet site for improved internal communication and links to useful information services.
- Integrated staff and work processes for consolidated provision of services to the Ministry of Small Business, Tourism and Culture and to the Ministry of Agriculture and Food.

4. FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY BRANCH

This branch safeguards personal information in the ministry and responds to requests for information under the *Freedom of Information and Protection of Privacy Act*.

1999/2000 ACCOMPLISHMENTS

- Responded to 80 formal requests under the *Freedom of Information and Protection of Public Privacy Act*, and replied to over 200 informal requests and consultations from other public bodies.
- Provided continuing advice and training on information and privacy matters to the ministry and its Crowns and Agencies, including extending the service agreement with Tourism BC, beginning a new service agreement with the Canada/BC Business Service Centre, and providing service to the Ministry of Agriculture and Food.
- Provided refresher training to ministry staff on the legislative requirements of the *Freedom of Information and Protection of Public Privacy Act*.

The Communications Branch plays a lead role in facilitating the public activities of the ministry, including media and public relations, issues management, writing news releases and speeches, event planning and coordination, advertising and marketing. The branch also coordinates these activities with other government ministries, crown corporations and agencies.

The branch promotes ministry programs and initiatives through news conferences, special events and exhibits and produces materials such as brochures, publications and audio-visual products, which are used to profile and promote the work of the ministry.

The branch provides advice to the Minister, the Deputy Minister, the Executive Committee and program managers, and responds to emerging issues, the government's key priorities and requests for information.

The Communications Branch played a key role in implementing the ministry's mandate to encourage small business growth and job creation and to foster healthy communities.

1999/2000 ACCOMPLISHMENTS

- Disseminated information through 227 news releases and 62 events.

communications

- Promoted a record-breaking year for the film and television production industry, which generated revenues of $1.07 billion in 1999.
- Helped to promote the formation of the Vancouver Whistler 2010 BC Bid Corporation.
- Arranged advertising and public information for the 1999/2000 YouBET! youth entrepreneurship training program and the Visions for the Future career development program for aboriginal youth.
- Co-ordinated national and international media coverage of the discovery of 500-year old human remains, known as Kwaday Dän Sinchì, in northern British Columbia.
- Wrote and distributed success stories and arranged events for Small Business Week 1999 and BC's first Arts and Culture Week 1999.
- Launched the SportSafe Phase II public consultation process.
- Launched the Community Venture Capital program.
- Introduced a new three-part eco-tourism and adventure travel strategy for BC.
- Promoted a three-day symposium that explored the role of arts and culture in the new economy.

The branch was involved in producing and distributing eight publications to communicate some of the ministry's programs and accomplishments, including: the *Home Based Business Manual*, the *Small Business Profile '99*, and *The Labour of Art—Sandra Banister Report on Working Conditions of BC Artists*.

MINISTER'S OFFICE			372
MINISTRY OPERATIONS			
Government Agents and Small Business		**24,039**	
Culture, Recreation, Heritage and Sport			
Cultural Services	4,454		
Heritage Programs	5,240		
Sport & Community Development	9,727		
BC Arts Council	11,880		
		31,301	
Corporate Services			
Deputy Minister's Office	321		
Corporate Projects	114		
Tourism and Corporate Policy	1,404		
Archaeology	1,418		
Communications	649		
Management Services Division	7,633		
		11,539	
BC Film Commission		**914**	
Contributions to BC Pavilion Corp.		**2,384**	
TOTAL MINISTRY OPERATIONS			**70,177**
Physical Fitness and Amateur Sport Special Account			**1,550**
MINISTRY TOTAL			**72,099**